



# National Consumer Protection Week

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## ARMCHAIR ARMOR: SHOPPING SAFELY FROM HOME

**S**hopping from home offers choice and convenience, but consumers need to know the rules and use the tools to protect themselves from fraudulent offers and unsafe products.

### What does "Shopping Safely From Home" include?

- ✓ Online/e-commerce
- ✓ Telemarketing
- ✓ Mail Order
- ✓ Door-to-Door
- ✓ Yard Sales and Flea Markets

### What are the key messages?

- ✓ Know who you're dealing with.
- ✓ Find out where the seller is located and check its reputation.
- ✓ Protect your privacy. Provide personal information only if you know who's collecting it, why, and how it's going to be used.
- ✓ Pay the safest way. Know the different options for payments and use the one that offers the best protection.
- ✓ Know what you're buying. Get a complete description and all terms of the transaction. If you are buying a used item, check to make sure that it meets safety standards.
- ✓ Think it through. Don't act on impulse or because of pressure.
- ✓ Know who to complain to. Find out what government agencies, industry organizations or other groups can help you if you have a problem.

### What are the benefits of participating in NCPW 2000?

- ✓ Obtain visibility for your company, agency or organization.
- ✓ Protect and educate employees, customers, constituents.

- ✓ Increase consumer confidence in shopping from home.
- ✓ Reduce the number of complaints about shopping experiences.
- ✓ Help raise public awareness about consumer protection issues.
- ✓ Increase support for community-based activities.
- ✓ Demonstrate support for consumer protection objectives.

### What can I do to participate in NCPW 2000?

- ✓ Sponsor promotional events during NCPW 2000.
- ✓ Take actions within your own company, agency or organization to implement or reinforce the messages about shopping safely from home. Educate your employees through newsletters, brown bag lunches, speakers, etc.
- ✓ Produce and distribute your own materials using the NCPW theme and tools, or use the materials that are available from others.
- ✓ Produce radio and television public service announcements, cable TV shows.
- ✓ Hold seminars, conferences, community fairs and other educational events.
- ✓ Create national or local partnerships to maximize your impact.
- ✓ Help advertise NCPW 2000.
- ✓ Submit nominations for the two NCPW contests: Consumer of the Year and Outstanding Consumer Education Campaign.